Tourism & Hospitality DataAnalysis

SQL-Driven Insights & Business stratergy

DATA ANALYST

KEVAL9735@GMAIL.COM

DATASET OVERVIEW

- SOURCE - TOURISM AND HOSPITALITY DATASET
- COLUMNS - COUNTRY, CITY, YEAR, REVENUE, TOURISTS, OCCUOANCY, SATISFACTION, ETC.
- PERIOD COVERED - 2020 TO 2024

KEY KPI'S

174.87M

Sum of Tourism_Revenue_USD

7.44

Average of Tourist_Satisfaction_Score

63M

Sum of Number_of_Tourists

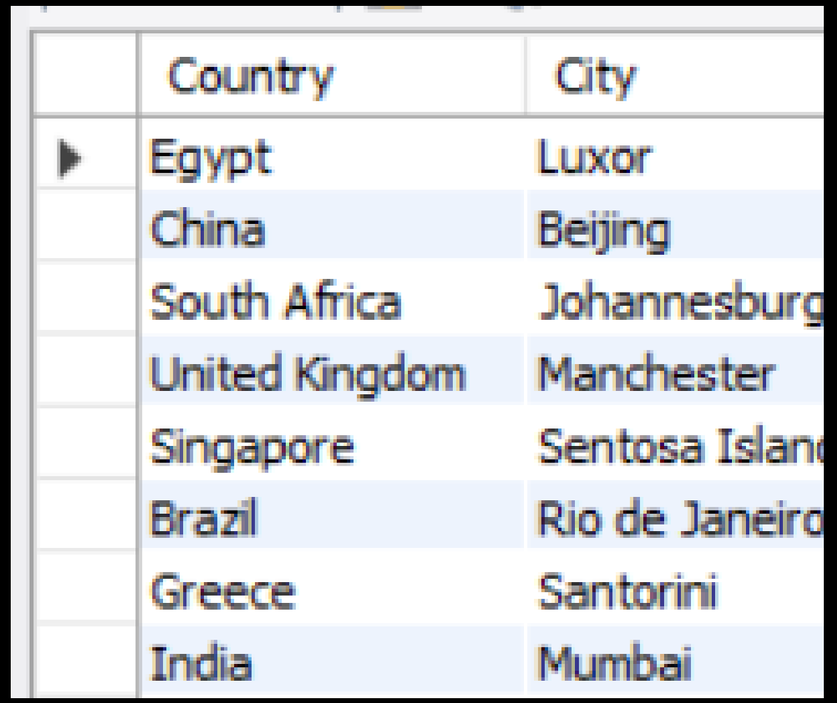
64.84

Average of Hotel_Occupancy_Rate

REVENUE INSIGHTS

- TOP COUNTRIES/CITIES BY REVENUE

```
SELECT
    `COUNTRY`,
    `CITY`,
    SUM(`TOURISM_REVENUE_USD`) AS TOTAL_REVENUE
FROM
    HOSPITALITY.TOURISM_HOSPITALITY_INDUSTRY_ANALYSIS
GROUP BY `COUNTRY` , `CITY`
ORDER BY TOTAL_REVENUE DESC
LIMIT 10;
```



Country	City
Egypt	Luxor
China	Beijing
South Africa	Johannesburg
United Kingdom	Manchester
Singapore	Sentosa Islan
Brazil	Rio de Janeiro
Greece	Santorini
India	Mumbai

YEAR-OVER-YEAR REVENUE GROWTH

```
SELECT
    `YEAR`,
    SUM(`NUMBER_OF_TOURISTS`) AS TOTAL_TOURISTS,
    SUM(`TOURISM_REVENUE_USD`) AS TOTAL_REVENUE
FROM
    HOSPITALITY.TOURISM_HOSPITALITY_INDUSTRY_ANALYSIS
GROUP BY `YEAR`
ORDER BY `YEAR`;
```

TOURIST INSIGHTS

- Average spending per tourist by city & purpose of visit

```
SELECT
    `CITY`,
    `PURPOSE_OF_VISIT`,
    AVG(`TOURIST_SPENDING_USD`) AS AVG_SPENDING
FROM
  HOSPITALITY.TOURISM_HOSPITALITY_INDUSTRY_ANALYSIS
GROUP BY `CITY` , `PURPOSE_OF_VISIT`
ORDER BY AVG_SPENDING DESC
LIMIT 10;
```

City	Purpose_of_Visit	Avg_Spending
Marseille	Leisure	4983.79
Dubai	Business	4963.83
London	Cultural	4950.63
Istanbul	Medical	4901.28
Montreal	Business	4894.2
Shanghai	Leisure	4892.39
Bangkok	Medical	4835.06
Jaipur	Leisure	4795.97
Edinburgh	Educational	4776.07
Berlin	Educational	4771.88

- TOP DESTINATIONS BY TOURIST COUNT

```
SELECT
    `CITY`, SUM(`NUMBER_OF_TOURISTS`) AS TOTAL_TOURISTS
FROM
    HOSPITALITY.TOURISM_HOSPITALITY_INDUSTRY_ANALYSIS
GROUP BY `CITY`
ORDER BY TOTAL_REVIEWS DESC
LIMIT 10;
```

HOSPITALITY PERFORMANCE

- CITIES WITH HIGHEST OCCUPANCY RATES & RELATION WITH PRICE

```
SELECT
    `CITY`,
    AVG(`HOTEL_OCCUPANCY_RATE`) AS
AVG_OCCUPANCY,
    AVG(`AVERAGE_ROOM_PRICE_USD`) AS
AVG_ROOM_PRICE
FROM

HOSPITALITY.TOURISM_HOSPITALITY_INDUSTRY_ANAL
YSIS
GROUP BY `CITY`
ORDER BY AVG_OCCUPANCY DESC
LIMIT 10;
```

City	Avg_Occupancy	Avg_Room_Price
Barcelona	76.25555555555556	273.4911111111111
Jaipur	73.5	151.64000000000001
Puerto Vallarta	72.97500000000001	347.11
Guangzhou	72.94285714285715	255.66714285714286
Cape Town	71.5142857142857	248.68785714285715
Antalya	70.76363636363637	245.07727272727269
Abu Dhabi	70.38	264.848
Istanbul	70.30909090909091	269.040909090911
Delhi	70.28333333333335	223.45666666666662
Madrid	69.92222222222222	247.38

● RELATIONSHIP BETWEEN ROOM PRICE AND SATISFACTION

```
SELECT
    `CITY`,
    AVG(`AVERAGE_ROOM_PRICE_USD`) AS AVG_ROOM_PRICE,
    AVG(`TOURIST_SATISFACTION_SCORE`) AS AVG_SATISFACTION
FROM
    HOSPITALITY.TOURISM_HOSPITALITY_INDUSTRY_ANALYSIS
GROUP BY `CITY`
ORDER BY AVG_ROOM_PRICE DESC;
```

S

- DIVERSE REVENUE STREAMS
- HIGH TOURIST INFLOW

W

- UNEVEN OCCUPANCY
- DEPENDENCE ON FEW MARKETS

O

- ECO-TOURISM GROWTH
- UNTAPPED HIGHPOPULATION CITIES

T

- SEASONAL VOLATILITY
- GLOBAL RISKS & COMPETITION

RECOMMENDATIONS

- TARGET HIGH-SATISFACTION BUT LOW-REVENUE CITIES
- INVEST IN ECO-TOURISM & SUSTAINABILITY
- APPLY DYNAMIC PRICING MODELS
- DIVERSIFY ACROSS REGIONS

THANK YOU

SQL-Driven Insights & Business stratergy

DATA ANALYST

KEVAL9735@GMAIL.COM